



ZCAS University

SMS2602 INDUSTRIAL PSYCHOLOGY

SECOND-SEMESTER TEST

Date: 12th October, 2023

TIME: 12:30-15:30 HOURS

TIME ALLOWED: WRITING – THREE HOURS

READING – 5 MINUTES

INSTRUCTIONS:

1. Section A: this question is **compulsory** and must be attempted.
2. Sections B: Answer **THREE (3)** questions from this section.
3. This examination paper carries a total of **100 marks**.
4. Candidates must **not turn this page** until the invigilator tells them to do so.

SECTION A: Question 1 is compulsory and must be attempted

Question 1

You are the Training and Development Manager of a multinational organization. The company is planning to implement a comprehensive training program for its employees to enhance their customer service skills and capabilities. The organization is keen on measuring the effectiveness of the training using Kirkpatrick's Model: Levels of evaluation.

Required

- A. Identify and explain 5 types of training and development programmes (10 marks)
- B. Critically analyse five possible training methods you can use to facilitate training and development. (10 marks)
- C. Evaluate the program's effectiveness using all four levels of Kirkpatrick's Mode (20 marks)

(Total 40 marks)

SECTION B: Attempt any THREE questions in this section

Question 2

- A. Discuss how you can use intrinsic and extrinsic type of motivation to motivate workers in this company [5 marks]
- B. Critically analyse Maslow's theory of motivation. As a specialist in industrial psychology, how can you apply this theory in an organisation in order to improve productivity? [15 marks]

Total 20 marks

Question 3

Industrial psychologists are also concerned with employee performance in commitment and the amount of creativity that an employee brings to the organization on a daily basis.

Required

- A. Discuss 5 emerging trends in industrial psychology (10 marks)
- B. Based on your analysis, identify and discuss five focus areas in industrial psychology.

(10 marks)

[20 marks]

Question 4

Based on the case study provided in question one, in order to assist the manager to deal with various problems the organisation is facing, you can recommend to conduct a job analysis.

- A. Discuss with the manager steps and methods you can use to conduct the job analysis in an organisation to improve performance. [12 marks]
- B. Discuss how you can use job analysis when considering performance appraisal, compensation, discovering unassigned duties, recruitment and selection [8 marks]

Total 20 marks

Question 5

Whenever there is a vacancy in the organization, generally it is to be filled. To make the candidate available for filling those vacancies, their selection procedure and placement on a proper job comes under the purview of recruitment.

Required

- A. As a specialist what are the sources of recruitment which can help an organisation to find credible human resource? [8 marks]
- B. Based on the sources of recruitment you have highlighted in question A, select one source of recruitment and discuss its advantages and disadvantages? [12 marks]

[Total 20 marks]

END OF THE EXAMINATION